



# City of Huntington Beach DESIGN REVIEW BOARD AGENDA

THURSDAY, JULY 10, 2008  
HUNTINGTON BEACH CIVIC CENTER  
2000 MAIN STREET, LOWER LEVEL, ROOM B-8  
3:30 P.M.

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**ROLL CALL:** Chair Blair Farley, Charles Davis, Ed Kerins, Scott Hess, James Mallewick

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**A. PUBLIC COMMENTS:** Public comments for items not scheduled on the agenda.

**B. AGENDA ITEMS: (Procedure:** Staff Presentation, DRB Disclosures, DRB Discussion, Applicant Comments, Final Comments, Motion/Vote.)

**B-1 DESIGN REVIEW NO. 2008-023 (PACIFIC CITY) CONTINUED FROM THE JUNE 19, 2008 DRB MEETING**

**Applicant:** Pamela Heckman, Makallon Atlanta Huntington Beach, LLC, 4100 MacArthur Boulevard, Suite 200, Newport Beach, CA 92660  
**Request:** Review the design, colors, and materials of temporary construction signage for the Pacific City mixed use development.  
**Project Location:** 21010-21046 Pacific Coast Highway (between PCH, 1<sup>st</sup> Street, Atlanta Avenue, and Huntington Street)  
**Recommended Action:** Continue to a date uncertain at the applicant's request.  
**Project Planner:** Jane James, Senior Planner

**B-2 DESIGN REVIEW NO. 2008-006 (EDISON PARK MASTER PLAN)**

**Applicant:** City of Huntington Beach, Community Services Department  
**Request:** Review the design, colors, and materials of the reconfiguration of Edison Park. The park master plan includes reconfiguration of existing parking facilities; construction of new parking facilities, landscape improvements, and hardscape improvements; and the installation of four practice soccer fields and a multi-purpose field.  
**Project Location:** 21372 Magnolia Street (northwest corner of Magnolia St. and Hamilton Ave.)  
**Recommended Action:** Approval to the Planning Commission  
**Project Planner:** Rami Talleh, Senior Planner

**B-3 DESIGN REVIEW NO. 2008-024/PLANNED SIGN PROGRAM NO. 2004-07 (R1) (THE STRAND PLANNED SIGN PROGRAM REVISIONS)**

**Applicant:** Rob Wurl, CIM/Huntington, LLC, 6922 Hollywood Blvd., 9<sup>th</sup> Floor, Los Angeles, CA 90028  
**Request:** Review the design, colors, and materials of revisions to the previously approved Planned Sign Program for The Strand.  
**Project Location:** 500 Pacific Coast Highway (north of PCH, east of 6<sup>th</sup> Street, south of Walnut Avenue, on both sides of 5<sup>th</sup> Street)

**Recommended**

**Action:** Approval with Modifications to the Director of Planning

**Project Planner:** Jane James, Senior Planner

**B-4 DESIGN REVIEW NO. 2008-017 (TRAINING SPOT WALL SIGN) - RECONSIDERATION**

**Applicant:** Paul Feters, 7602 Ontario Drive, Huntington Beach, CA 92648

**Request:** Review the design, colors and materials of a business identification wall sign.

**Project Location:** 440 Main Street (southeast corner of Pecan Ave. and Main St.)

**Recommended**

**Action:** Approval

**Project Planner:** Ron Santos, Associate Planner

**C. DRB MEMBER COMMENTS/ ISSUES**

**D. ADJOURN TO JULY 17, 2008 SPECIAL MEETING**

**Appeals**

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the Design Review Board's action is final unless an appeal is filed to the Planning Commission by the applicant or an interested party. The appeal must be in writing and must set forth, in detail, the action and grounds by which the applicant or interested party deems themselves aggrieved. The appeal must be accompanied by a filing fee of One Thousand, Two Hundred Eighty Seven Dollars (\$1,287) if the appeal is filed by a single family dwelling property owner appealing the decision on their own property and One Thousand Five Hundred Sixty Nine Dollars (\$1,569) if the appeal is filed by any other party. The appeal shall be submitted to the Secretary of the Planning Commission within ten (10) calendar days of the date of the Design Review Board's action. Design Review Board actions that are listed as "Recommendation to the Director of Planning, 'Zoning Administrator', or 'Planning Commission'" under the Recommended Action are non-appealable, since final action is taken by the stated body.